

M Hawaii MARINE

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Coaches
A-3



Museum
B-1



Kayak
C-1

Pegasus lifts ROK Marine Corps Battalion



Republic of Korea Marines with the 1st Republic of Korea Marine Division enter a CH-53D Sea Stallion while participating in Exercises Freedom Banner and Foal Eagle 2008.

Capt J. Conor Overstake

HMH-463

Marine Heavy Helicopter Squadron 463, "Pegasus", continued its support of the Republic of Korea Marine Corps March 17, by successfully conducting a battalion sized heliborne assault for the 33rd Battalion, 1st Republic of Korea Marine Division during a training exercise while deployed to Naval Air Station Pohang, Republic of Korea.

The squadron, a MCB Hawaii based CH-53D Sea Stallion helicopter squadron, is currently participating in the Unit Deployment Program in Okinawa, Japan. They formed the core of the Aviation Combat Element for Exercises Freedom Banner and Foal Eagle 2008 while on the Korean Peninsula.

As the ACE, HMH-463 was augmented by detachments from Marine Wing Communication Squadron 18, Marine Wing Support Squadron 171, Navy Fighter Attack Squadron 97 (Navy F/A-18C Hornet squadron), Marine Aerial Refueler Transport Squadron 152 (Marine KC-130 Hercules

Courtesy photo

See *PEGASUS*, A-5

Hawaii children conduct book, bear drive for local, Iraqi children

Lance Cpl. Regina A. Ruisi

Combat Correspondent

Twenty military and local children from the Zeta Delta Chapter of Eta Sigma Alpha National Home School Honor Society conducted a "Books and Bears" collection to benefit children in Hawaii and Iraq.

The project collected more than 1,500 teddy bears for wounded children in Iraq, and more than 1,300 books for non-profit organization Kaiser Permanente's Reach out and Read program in Hawaii.

"I was watching an article on the news about a trauma hospital in Iraq and there was a medic in the background handing a teddy bear to a wounded child," said Jan Fox, project organizer. "A light just went off."

See *DRIVE*, A-5



Jan Fox

The members of the Zeta Delta Chapter of Eta Sigma Alpha National Home School Honor Society count, sort through and box up books and bears donated during their month-long 'Books and Bears' collection at a meeting Monday.

3rd Marine Regiment Key Volunteers honored at appreciation luncheon

Lance Cpl. Brian A. Marion

Combat Correspondent

Third Marine Regiment honored its Key Volunteers during the 3rd Marine Regiment Key Volunteer Appreciation Luncheon at the Officers' Club here April 3.

Thirty-one of 3rd Marine Regiment's 96 Key Volunteers attended the luncheon and represented families from all units under the regiment's command.

"Thank you all so much for making the time to come here today," said Col. Duffy White, commanding officer, 3rd Marine Regiment, while speaking to the volunteers. "We want to thank you individually during

this luncheon for the wonderful service you're providing to the families of your Marines."

The Key Volunteers are part of the Key Volunteer Network as part of the Marine Corp's Family Readiness Program. They act as a communication tool between the units and families by keeping families informed about the unit's missions and tasks.

"Our Key Volunteers come from families of Marines who are currently stationed with [1st Battalion, 3rd Marine Regiment], [2nd Battalion, 3rd Marine Regiment], [3rd Battalion, 3rd Marine Regiment], [1st Battalion, 12th Marine Regiment], Headquarters Company, several individuals

augments and four Embedded Training Teams," said Ed Hanlon, family readiness officer, 3rd Marine Regiment. "These Key Volunteers have been doing an outstanding job in serving the regiment during the high-deployment tempo it's in. They are the commander's link to the families, and the command is grateful for them."

Not only do Key Volunteers provide communication between commanders and families, they also coordinate various pre-deployment and redeployment efforts.

"It's important for families to feel involved in their spouses' lives," said Staci

HONOR, A-5

Family network helps with deployments

Donna Miles

American Forces Press Service

Dealing with a loved one's deployment can be difficult. But for Marine families based thousands of miles from home, the challenges might seem even more daunting if not for an active family support network in place to help them.

Here at Kaneohe Bay, Hawaii, home to more than 11,000 Marines and sailors and their families, the Marine Corps Family Team Building program plays a critical role in helping families through multiple deployments.

Historically a volunteer-based effort, the program now benefits from a recent Headquarters Marine Corps decision to create permanent, paid positions at every Marine base to ensure consistent, continuous family support programs throughout the Corps, explained Xiomara Bowes, the program's director.

The Marine Corps dedicated other expanded resources to the program, as well, introducing broader family support efforts. "We have supplies; we have equipment; we have office spaces; we have facilities," as well as additional childcare and extended-hour training programs, Bowes said.

Now, she said, the program can provide additional services and training, not only to spouses, but also to children of deployed Marines and Sailors, as well as their parents and extended families. "It opens it up for more training opportunities, more learning opportunities to just get through the challenging lifestyle," she said.

But even with this seven-person paid staff, Bowes said the network couldn't serve the families of about 1,700 currently deployed Marines without a vast volunteer network. The 3rd Marine Expeditionary Force's 2nd Battalion is deployed now, and the 1st Battalion is preparing to deploy later this year.

"We're busy when it comes to deployments, especially with the

See *SUPPORT*, A-5



Donna Miles

Carrie Heironimus, wife of Navy Lt. Brandon Heironimus, right, gets information about family-support programs at a table set up in Marine Corps Base Hawaii's base exchange from Brenda Hawkins, left, administrative assistant for the Marine Corps Family Team Building program, and Cheryl Roy, center, the base's readiness and deployment support trainer.

— NEWS BRIEFS —

HQMC MMPR/MMSB/CACO Visits

There will be several Headquarter Marine Corps briefs on the following dates, times and places. The target audience for the brief on Friday is E-5 through O6.

All Marines and Sailors are invited to attend the CACO brief's on Monday and Tuesday.

CACO SCHEDULE

Monday, 7:30 – 11:30 a.m., K-Bay Base Theater
Monday, 1 – 5 p.m., K-Bay Base Theater
Tuesday, 7:30 – 11:30 a.m., K-Bay Base Theater

DCIPS Schedule

Tuesday, 1 – 4:30 p.m., K-Bay Joint Education Center

For more information, contact Staff Sgt. Carodine at 257-8862.

Marine Corps League

The Marines Corps League, Aloha Detachment, is encouraging Marines, Fleet Marine Force Corpsmen and anyone who has the desire to preserve the traditions and promote the interest of the U.S. Marine Corps to join Aloha Detachment on Oahu.

For more information, contact Ah Chick at 227-9115 or 261-9693.

Beach Cleanup

The Hawaii State Bodsurfing Association will host a beach cleanup April 20, at Sandy Beach in celebration of Earth Day.

For more information, contact Capt. Benjamin Mercier at 257-2089.

BayFest 2008

Tickets for the 19th Annual BayFest 2008 go on sale from the general public Saturday beginning at 9 a.m.

Two types of tickets will be available for the event: the BayFest ticket, which allows one-day access to the carnival fairgrounds, contest, military static displays and the Island Lifestyle Exposition. The all-inclusive ticket, which provides patrons with the same one-day access as the BayFest ticket, will also include concert admission.

This year's lineup will include Rodney Atkins, Everclear, Little Big Town, Live and 3 Doors Down.

Tickets are available at Ticketmaster or your local Information, Tickets and Tours office. For more information, contact your local ITT office or Marine Corps Community Services.

Channel 2 Survey

Combat Camera is conducting a survey to gather information about usage of the Base Commander's Channel, Channel 2.

Combat Camera is using the information to improve the service in order to better serve the base community.

For more information, call Gunnery Sgt. Schellenbach at 257-1365, or to take the survey visit <http://ice.disa.mil/svy.cfm?channel2>.

Important Phone Numbers:

On-Base Emergencies	911
Military Police	257-7114
Child Protective Service	832-5300
Fraud, Waste, Abuse & EEO	257-8852
Business Management Hotline	257-3188
Pothole & Streetlight Repair	257-2380
Base Information	449-7110
MCBH Duty Chaplain	257-7700
DEERS	257-2077

Hawaii
MARINE

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Chaplains Corner: Why worry?



CATES

Greetings MCB Hawaii families and friends,

I hope all is well with you and the ones you love. I was recently reading a well-known prayer, maybe you've heard it, "God grant me the serenity to accept the things I cannot change. The courage to change the things I can and the wisdom to know the difference."

This made me think about how worry can affect our lives. In our busy world, it's not unusual to feel worried at times. We worry about our family, our job, our health and other personal issues. We may also worry about friends, our community and issues facing the entire world.

Unfortunately, worrying is one of the most destructive of all human habits because it decreases our effectiveness in other areas. When we worry about something, our thoughts and emotions focus on events that haven't yet taken place. It's like Mark Twain once said, "I am an old man and have known a great many troubles, but most of them have never happened."

Worrying is totally passive. It accomplishes nothing. On the other hand, worrying can literally make you sick while keeping you from accomplishing the things that really matter. Think

of the things we worry about.

Amazingly, we probably worry most about the small stuff, those details in life over which we have little or no control.

Sometimes worry becomes a problem. Worry might disrupt our daily routine or keep us from falling asleep at night. More seriously, we might find ourselves unable to do anything about worry, until it gets to the point where worry controls our life.

One way to combat worry is to write down what you are worried about. Writing down your worries is important in changing your behavior. Do you find yourself waiting until the last minute to take care of important projects and other issues? Do you find yourself with financial concerns because you have no idea how much money is in your checking account? All of these will weigh on your mind, and they'll continue to weigh on

your mind until you do something about them.

You may also find, when you write down your worries, that you think frequently about issues and problems over which you have no control, such as your best friend's marriage or world issues. These may be important to you, but they should not be consuming you.

Most likely, however, you will not be able to let go of these worries until you begin working on the worries you can control, such as balancing your check-book.

Hopefully, if you have a problem with worrying, writing your worries down will help. If you feel your problem is a little more severe, please seek help. If you would like to talk to a Chaplain, you can contact me at 257-8318 or gregory.cates@usmc.mil.

Have a wonderful day!
Chaplain Greg Cates

KEEP YOUR GUARD

Helpful how-tos, tips and advice on young Corps' life from your friendly neighborhood lance corporal



While by no means "salty" with Marine Corps experience, the young Lance Cpl. Alesha R. Guard is adept at providing helpful and useful advice. Even if the subject is not one of her areas of expertise, she's adamant about doing the research to provide the most beneficial tips, tenacious even. Think of her as a Dear Abby in a Marine Corps uniform ... and able to take out a target from 500 yards away. If you've got a quandary you could use some friendly advice about, send her an e-mail at aguard@hawaiimarine.com

One of women's favorite features is often their hair. While heredity and climate are big factors on your hair's makeup, there are things you can do to keep your gorgeous locks strong and shiny.

Toward the end of boot camp, I remember noticing a trend in some of the drill instructors' hair - it was either badly thinning or receding. I'll admit I was scared it could happen to me. After slathering tubs of gel on my hair until I had a slick, tight helmet on my head everyday, I'm surprised my hair made it through boot camp. Three months of alcohol-laden gel and tight-tight buns, I noticed my hair was dry and brittle after leaving the island.

Looking at pictures before boot camp made me realize I'd better start doing something to salvage my badly damaged hair. During military occupational school I began reading up on ways to save my hair, and began a shopping spree of different hair products. After about a year and a half of trial and error, I've found what works for me.

Numerous articles and many hairdressers all suggested shampooing hair only two or three times a week. They all swore that shampooing only three times a week is ideal to keep your hair strong and prevent premature hair loss. After much skepticism, I finally tried the three-times-a-week shampoo schedule. You're probably thinking, "But I workout all the time! We're freaking Marines!" Yes, I thought the same thing. I can't go to work without showering - especially the way I sweat (They call me Sweat Hog.) Instead of shampooing my hair every time I showered, I'd condition it thoroughly and only use shampoo a couple times a week. It made a huge difference! My hair became less and less dry, and began getting its shiny luster back. I also noticed I wasn't pulling out as much hair on my brush after showering.

Another trick a friend taught me at MOS

school was to switch your part each day throughout the week. Instead of parting it on the right all the time, switch it up and part it on the left. If you part your hair straight back, try a diagonal part or no part at all. Switching your part is supposed to promote hair growth and prevent hair loss. I've seen female Marines who part their hair the same way day in and day out. This can lead to stress on the same area of the scalp, eventually causing a balding spot beginning at the part. This can also happen with men who comb their hair to the same side each day.

Get it right
get it tight
Salvaging your hair from Corps damage

After reading about conditioning products you leave in your hair overnight, I wondered if I could do that during the day. After showering in the morning, my hair still wet, I dumped even more conditioner on my head while I brushed it. The conditioner kept my hair saturated, so I didn't have to use as much gel when putting it in a bun. This not only saved me money on gel, but also saved the ends of my hair. When I took my hair down at the end of the day, it looked like it had just gotten a deep conditioning treatment.

The last tip I've recently tried is finding a non-alcoholic gel or mousse. The alcohol in hair gel is primarily what dries out your hair. Theses products are usually a bit more expensive, but you'll save your hair in the long run. I use a non-alcohol mousse. After I saturate my hair with conditioner and smooth it out, I dab just a little mousse over the top of my hair. It keeps my hair "nice and tight" without having a "boot helmet head." It looks much more professional, and feels much more natural.

While putting your hair in a bun or up-do for work each day can be damaging, it doesn't have to be.

By taking a little extra time each day to care for your hair, you can keep it healthy and save yourself money in the long run.

Top tips for keeping your hair slick

Keeping your hair within regulation doesn't have to cause unnecessary damage. Follow these tips to keep your hair healthy in and out of uniform.

Shampoo hair 2-3 times a week; Use only conditioner any other time you shower to keep the natural oils in your hair.

Try parting your hair differently daily, wearing it up or down to prevent hair loss and recession.

Saturate hair with conditioner before putting it in a bun to keep it moisturized all day long.

Use non-alcoholic hair gel or mousse when styling hair.

Use hair dryers sparingly, let your hair air dry as often as possible to keep from causing heat damage.

Use hair straighteners sparingly, rub hair with oil before using them to protect from the heat.

Trim hair every six weeks to keep the ends looking healthy.

Wet hair in the shower before swimming and it won't absorb as much chlorine.

Food, drink and tobacco all have an influence on hair growth; Have a healthy lifestyle and your hair will reflect it!

After work, let your hair down for as long as possible to take the strain off of the scalp.

Weekend weather outlook

Today



Day — Scattered showers, mainly after noon. Mostly cloudy, with a high near 81. East wind around 14 mph. Chance of precipitation is 30 percent.

Night — Scattered showers. Mostly cloudy, with a low around 69. East wind around 11 mph. Chance of precipitation is 30 percent.

High — 81

Low — 69

Saturday



Day — Scattered showers. Mostly cloudy, with a high near 81. East wind around 14 mph. Chance of precipitation is 30 percent.

Night — Scattered showers. Mostly cloudy, with a low around 69. Northeast wind around 13 mph. Chance of precipitation is 40 percent.

High — 81

Low — 69

Sunday



Day — Scattered showers. Mostly cloudy, with a high near 80. Breezy, with a east wind around 20 mph, with gusts as high as 24 mph.

Night — Scattered showers. Mostly cloudy. East wind around 17 mph, with gusts as high as 22 mph. Chance of precipitation is 30 percent.

High — 80

Low — 70



Photos by Lance Cpl. Brian A. Marion
Corporal Jared Wagner, left, block non commissioned officer, Puuloa Rifle Range, evaluates Marines during Combat Marksmanship Coaches Course 8-04 at Puuloa Tuesday. More than 40 Marines from 3rd Battalion, 3rd Marine Regiment, attend this three week course, which helps Marines learn the skills necessary to help others on the range.

3/3 sends Marines to coaches course

Lance Cpl. Brian A. Marion
Combat Correspondent

PUULOA RIFLE RANGE, Hawaii — All Marines share one thing in common. No matter what their military occupational specialty is, every Marine is a rifleman first and foremost.

Marines aren't born with the lethal ability to effectively engage targets at 200, 300 and 500 yards. They learn the marksmanship fundamentals during bootcamp from primary marksmanship instructors and combat marksmanship coaches.

When rifle qualifications come up in the fleet, some units are lacking the necessary personnel to effectively run the range themselves.

Marines from 3rd Battalion, 3rd Marine Regiment, faced this problem and corrected it by sending more than 40 Marines to Combat Marksmanship Coaches Course 8-04 here, which began Monday and continues for the next two weeks.

"The battalion is getting ready to do battalion ranges and need [staff non-commissioned officers-in-charge] and other Marines who have been in the course to gain experience and help more Marines qualify higher on the ranges,"

said Staff Sgt. Adam R. Guerrero, platoon sergeant, Kilo Company, 3/3. "Along with all of us becoming coaches, we can now teach individual platoons or companies on how to shoot, vice having only a few of us going to each unit one at a time and teaching. It makes the units more self-sufficient."

The instructors lengthened the class from the original two weeks to three weeks, giving the students more practical applications in their coaching abilities.

"We needed more time to teach the Marines," said Lance Cpl. Frederick Notario, armorer and combat marksmanship instructor, Puuloa Rifle Range. "It felt like we were rushing them with the original two weeks by firing two weapon systems along with coaching and fault checking each others procedures,"

Marines receive a full week of classes before firing the rifle for their initial zero. They will then continue to fire the rifle for the duration of the course and fire the pistol during the second week.

"The main complaint we had from previous classes was that Marines had little chance to fault check each other, and now they will," said Alexander N. Yadloczky III, chief marksmanship

instructor for combat marksmanship coaches course and combat marksmanship trainer course, Puuloa. "Now with some of the extra time, we can conduct drills in fault checking to better ensure the coaches coming out of the training are better prepared."

Along with the fault checking drills, Marines will be using the last week to fire their rifles with a rifle combat optic attached.

"Every Marine who goes into theater now is going in with an RCO attached to their weapon, and many of them don't even know how to zero or change the RCO," Yadloczky said. "The course gives us a good opportunity to teach Marines how to use them."

Throughout the week, the Marines in 3/3 received periods of instruction in remedial actions for both rifle and pistol, marksmanship fundamentals for each weapon, the effects of weather, how to fill out and read a data book, zeroing a rifle, and will qualify with pistol and rifle before the course ends.

"This is a good learning experience," Guerrero said. "I've been in for nine years, and already the training has opened my eyes. I'm already saying to myself, 'Maybe that's what I'm doing wrong.'"



Staff Sgt. Gerald Fuller, section leader, Weapons Platoon, 3rd Battalion, 3rd Marine Regiment, (right) and Staff Sgt. Adam Guerrero, platoon sergeant, Kilo Company, 3/3, look in their data books at the dimensions of the 'able,' 'dog,' and 'body' targets.



Marines from units within 3/3, attend Combat Marksmanship Coaches Course 8-04 at Puuloa Rifle Range Tuesday. During the three weeks the Marines will be there, they will learn how to fault check shooters on the firing line for both the the M-9 service pistol, as well as the M-16A2, M-16A4 and the M-4 assault rifles.



Sergeant John Malovrh, combat marksmanship instructor, scout sniper platoon, 1st Battalion, 3rd Marine Regiment, gives a period of instruction about weather conditions and how it can affect firing to Marines. Anything from the speed of the wind, to rain, to the temperature affects the trajectory of the round or the shooter.

MarForPac Marines honor those before them

Lance Cpl. Ronald W. Stauffer

U.S. Marine Corps Forces, Pacific

HONOLULU — The relics of World War II symbolize an era in history, which many people don’t get the chance to see in their lives.

Taking a step into history, 18 leathernecks from U.S. Marine Corps Forces, Pacific, were given the opportunity to visit some of the sites and see what the war looked like while participating in a period of Professional Military Education in Aiea March 26.

Visiting the USS Arizona War Memorial, the USS Missouri and the Pacific Aviation Museum on Ford Island, the Marines not only listened to old stories, but touched history as they toured the innards of the Missouri.

Stepping away from the standard PME procedure, which regularly takes place in a classroom environment, the Marines got the chance to view history up close.

“The intent of this exercise was to familiarize Marines with the events of the pacific battles in World War II,” said Staff Sgt. Jason Hazard, staff noncommissioned officer-in-charge, S-3. “It familiarized them with the history, from the start [of the attack at Pearl Harbor] to the end of World War II.”

Hazard said it was the battalion commander's intent to get Marines out and do something a little different. Hazard said he figured getting them out on tours would be more beneficial than sitting and watching a movie or listening to a lecture.

Donning the Service “C” uniform, the 21st century Marines went from the era of Internet and cell phones, to ‘a day that will live in infamy.’

After a short video brief on the attack on Pearl Harbor, they embarked on their own epic journey



Lance Cpl. Ronald W. Stauffer

Sergeant Robert Manion, right, nuclear, biological and chemical chief, S-3, Headquarters and Service Battalion, U.S. Marine Corps Forces, Pacific, gazes through the glass shielding the ‘Instrument of Surrender’ document that finalized the end of WWII during a professional military education on the USS Missouri at Ford Island March 26.

in history as they were shuttled out to the Arizona Memorial.

They viewed the remains of the Arizona and a wall with the names of the service members who lost their lives on the attacked vessel.

“I’m motivated to be out here,” said Lance Cpl. Jonathan J. Scott, supply clerk, S-4. “I saw a couple Scotts on the wall, and I want to look

up their names [to see if they were related].”

From the Arizona Memorial, the group moved to the USS Missouri where they received a guided tour of the ship and the opportunity to sit at some of the battle stations and view the cramped living quarters where Marines and Sailors resided.

“It’s amazing to see how small the

living quarters were inside such a large ship,” said Lance Cpl. Alex Orozco, comptroller, MarForPac. “I couldn’t imagine being on a ship while it’s being attacked.”

After a break for lunch, the Marines launched their final campaign to the Pacific Aviation Museum for another guided tour.

There, they viewed a restored

Japanese Zero, an American A-36 Apache and an A-24 Dive Bomber. They also learned about Japanese tactics and how the U.S. fought the air battle against them during the attack on Pearl Harbor.

Hazard said the Marines get more out of actually touring the memorials. Plus they’re representing the Marine Corps and in a public setting.

Our mission: Help our deployed troops come home

Compiled by

Lance Cpl. Alesha R. Guard

Combat Correspondent

Cell Phones for Soldiers hopes to turn old cell phones into more than 12 million minutes of prepaid calling cards for United States troops stationed overseas in 2008. To do so, Cell Phones for Soldiers expects to collect 15,000 cell phones each month through a network of more than 3,000 collection sites across the country.

The phones are sent to ReCellular, which pays Cell Phones for Soldiers for each

donated phone – enough to provide an hour of talk time to soldiers abroad.

“Americans will replace an estimated 130 million cell phones this year,” said Mike Newman, vice president of ReCellular, “with the majority of phones either discarded or stuffed in a drawer. Most people don’t realize that the small sacrifice of donating their unwanted phones can have a tremendous benefit for a worthy cause like Cell Phones for Soldiers.”

Teenagers Robbie and Brittany Bergquist from Norwell, Mass., founded Cell

Honolulu drop off location

Helen's Haven Skin and Body Specialists

4819 Kilauea Ave #6
Honolulu, HI 96816
Contact: Helen Rapoza
helen@helenshaven.com
739-0400
Open: Monday - Saturday
9 a.m. – 6 p.m.

Phones for Soldiers with \$21 of their own money. Since then, the registered non-profit organization has raised almost \$1 million in donations and

has distributed more than 400,000 prepaid calling cards to service members serving overseas.

“Cell Phones for Soldiers started as a small way to show our family’s appreciation for the men and women who have sacrificed the day-to-day contact with their own families to serve in the U.S. armed forces,” said Bob Bergquist, the teens’ father. “Over the past few years, we have been overwhelmed by the generosity of others. But, we have also seen the continuing need to support our troops as more troops are sent overseas for

longer assignments.”

Through increased fundraising efforts, the Bergquist family hopes to raise more than \$9 million in the next five years to fund new programs.

For example, one program would provide video phones with prepaid service to allow troops abroad to see their families on a regular basis.

“I am an Army wife, and my husband has been in Iraq since November,” wrote Katrina Stimpson, in a letter to the Bergquist family. “We have a nine-month old daughter, and my husband left when she was only four-

months old. The only way she knows who Daddy is, is through hearing his voice on the phone and seeing his picture. I have been searching for an inexpensive way to get phone cards to send to my husband and his unit, and haven't been able to find one. So, I was extremely relieved and excited when I came across your Web site. Thank you for all that you do and keep up the great work!”

To donate or learn more about the program visit: <http://www.cellphonesforsoldiers.com/about.html>.

Exchange rates higher satisfaction than national retail stores

Sharon Cacurak and Laura Stokum

Marine Corps Community Services

Our customers have been surveyed, and the results have shown that Marine Corps Exchange Kaneohe Bay continues to demonstrate improved customer satisfaction. Each Fall, Headquarters Marine Corps contracts with Claes Fornell International Group to conduct the Associate Satisfaction Index and the Customer Satisfaction Index for all Marine Corps exchanges. The indexes were introduced in 1994 by Claes Fornell, a University of Michigan professor. It's currently produced by the Stephen M. Ross Business School at the University of Michigan, with the American Society for Quality and the CFI Group.

The American Customer Satisfaction Index monitors and benchmarks customer satisfaction across more than 200 companies and U.S. federal agencies. Index scores are based on a maximum value of 100. Results are published in national publications such as the Wall Street Journal, as well as quarterly on the ACSI Web site <http://www.the.acsi.org>.

In 2007, the average CSI score of all 17 Marine Corps exchanges was 72. The Kaneohe Bay MCX rated three points above the average with an overall score of 75. Our score has risen two points since 2006, and there

has been improvement in 15 of the 16 major shopping dimensions specified in the survey from 2006 to 2007. The only aspect that didn't show improvement received the same score in 2007 as in 2006. Our exchange also scored the highest out of all exchanges in two aspects – pricing (value for your money, fair prices and adjusting prices to meet competitor's prices) and refund (which includes policy, associate courtesy and associate efficiency).

We not only compare our services to other MCX stores throughout the Marine Corps, but we can also look at the scores of other national stores and measure how our scores compare. While our CSI score was a 75, the average for Department and discount stores (Wal-Mart, Target, Macy's, etc.) was a 73. Wal-Mart Stores had a CSI of 68, Sears and Kmart a 72.

The ASI/CSI survey is an extremely useful tool in helping to prioritize goals and initiatives for the following year. Because the survey is conducted annually, MCX managers are also able to measure, compare and evaluate how effective their initiatives have been from previous years. Perhaps even more importantly, the ASI/CSI results give insight into where improvement is needed not just on scores alone, but also on how some aspects impact how satisfied customers feel in general about retail scores.

For example, the CSI report

includes a priority matrix, indicating areas of concern, aspects to maintain, strengths to build on and top priorities. From these, each manager is able to create a business plan of action to help them use the information from the survey to improve their customer satisfaction scores the following year.

The ASI/CSI study recognizes that the two indexes, associate satisfaction and customer satisfaction, are often directly related. In 2007, MCX Kaneohe Bay received the highest ASI score of all the exchanges, with a ranking of 84 out of 100. In fact, in two years, the MCX has increased its associate satisfaction by 15 percent from a 73 score in 2005 to an 84 score in 2007.

At our Main Exchange, the satisfaction level of the employees shows through in the great work they do each day and the pleasant shopping environment that creates. Some of the specific strengths of the MCX that were pointed out in the survey were physical environment, teamwork and work schedule. “They work every day as a team, and they care about what they do,” said Kelly Nakano, MCX manager. “And I think that makes a difference.”

The Kaneohe Bay MCX employees work hard to take care of the store and the customers, Nakano said.

From custodians to cashiers to customer service clerks, each employee takes pride in their work and contributes to the clean, attractive physi-



Lance Cpl. Regina A. Ruisi

Marine Corps Base Hawaii cashier, Laura Michaelson, takes pride in her work and strives to maintain customer satisfaction.

cal environment. The employees also don’t hesitate to make suggestions to make our MCX better, and management values their opinions, implementing them whenever possible.

The sense of teamwork the store associates have, everyone helps everyone out, benefits the

customer in the end.

“Our main focus is the customers,” said Chief Warrant Officer 3 Eric A. Littlejohn, exchange officer. “It makes it really easy for us when our employees work together as a team, and they have a genuine interest in the folks they are serving.”



Lance Cpl. Brian A. Marion

Third Marine Regiment hosted its 3rd Marine Regiment Key Volunteer Appreciation Luncheon at the Officers’ Club here April 3. Thirty-one of the 96 Key Volunteers attended the luncheon. The Key Volunteers help communicate between the regiment and the families, as well as help coordinate family days, Jayne Wayne days and banner making events.

SUPPORT, from A-1

times we are in,” Bowes said. “There’s simply no way we could provide the support families need by ourselves, without the commitment of our volunteers.”

Bowes described the far-reaching efforts she said are particularly important here, because there’s no way to hop into the family car and drive home, and airline tickets home cost hundreds of dollars.

“There’s a sense of isolation for many of them,” said Bowes, a Navy wife herself who understands the challenges deployments bring. “When you’re here in Hawaii and your family is Montana, it’s not like you can get on a plane and go to Montana.”

The isolation can be particularly difficult for younger spouses experiencing their first deployment, she said. The average Marine here is 19 to 20 years old, and about 25 percent of the base population is married.

Even spouses able to pick up and fly home during the deployment can run into a quandary, explained Cheryl Roy, the base’s readiness and deployment support trainer and wife of a 30-year Marine who recently retired. If they leave their base housing for more than 90 days, they’re required to give it up to the next person in line for housing and

to get back on the waiting list when they return.

Their medical benefits can transfer with them, but change because the family is moving from a base outside the continental United States to one within CONUS. And if they have pets, they have to consider the quarantine requirements on their return to Hawaii, Roy said. “It’s not an easy move; even if they decide to do that, it has challenges, as well,” Bowes said.

These factors, she said, make a solid family support network especially important.

Spouses often seek out the Family Team Building staff to help them deal with a particular problems, but get something far more important, Roy said. “I think what they’re looking for and what we’re trying to give them are possibly two different things,” she said, “because they come looking for services, and we want to teach them how to take care of themselves. And if you look at each one of our programs, you’ll see that the commonality is in teaching them and educating them in different ways to do just that.”

Training programs are offered on base and online, and they run the gamut from courses that promote personal development such as communication skills and financial awareness to those that develop career skills.

“Our focus is on empowering them. We’re building resiliency,” Bowes said. “It’s always going to be up and down. It’s just the nature of being in a military family. ... There are constant changes to our lifestyle,” she said. “And so because of that, what we want to build is resiliency so they can accept change, transition from one thing to the next, and never skip a beat. ... We want to help build resiliency so they can get through those challenges.”

The LINKS program -- better known by its acronym than its full name: Lifestyle Insights, Networking, Knowledge and Skills program -- is a vital part of this effort, Bowes said. She described LINKS as “Marine Corps 101,” a program that teaches families about the Marine Corps and its traditions. This, she said, helps build pride among family members and helps them better understand the culture they live in and how it operates.

LINKS also covers topics ranging from how to read a leave and earnings statement, to what services are provided on base and where to go for them, to an overview of Hawaiian culture and language.

The base’s programs also help families understand the family dynamics that take place before, during and after a deployment. Roy pointed to a seven-stage emotional cycle that begins up to six weeks before the Marine’s departure and continues

up to 12 weeks after the homecoming -- each stage involving emotional ups and downs for the family.

“We want to teach them about the emotional cycles of deployment, so they understand and are prepared for the emotional roller coaster,” she said. The Family Team Building program’s offerings span the full deployment cycle, from pre-deployment briefings to prepare families for what’s ahead to support groups during the deployment to a warrior transition briefing that helps redeploying Marines transition back to their roles at home.

To help families reach out to each other and give them a little fun during the deployment the base also sponsors an active Operation Homefront program, said Louise Yeager, Marine Corps community services area coordinator. Each month, the program offers a free event for families of deployed Marines and sailors: a bowling day, pool party, picnic, or visit to the local Tiki Island amusement park.

“The families really look forward to these events,” Yeager said. “It’s a chance for them to have fun, but also to get together with the other family members for sharing and support.”

As the Marine Corps Family Team Building program helps families, it’s also helping improve the Marines’ readiness for their deployments, Bowes said.

DRIVE, from A-1

Home schooled children around Oahu began focusing their community service project around collecting teddy bears to send to hospitals in Iraq, and also decided to collect books for the reading program. The children were each responsible for their own box, which they placed in areas to allow the community to donate toys and books.

Two Marine Corps Base Hawaii children were involved in the project and set up some of the highest collecting boxes. Jessica and C.J. Nelson’s boxes were located at the base Thrift Shop, commissary and Semper Fit Center. The thrift store donated stuffed animals they received, and the commissary donated 60 boxes of stuffed animals. Other children set up boxes at Pearl Harbor and Hickam Air Force Base to get the military community involved in the project.

“Military families really stepped up to the plate,” Fox, an Air Force spouse, said. “The animals are packed and ready to go, stored in a spare bedroom of a Navy family’s home, and they’re preparing to move, so we need

to get them out.”

The last challenge remained in raising the money to pay for postage to mail the bears to Iraq. Although toys and books are no longer being collected, donations in the form of monetary assistance for postage are being accepted.

“We have 50 big boxes packed up and ready to go and project to have 20 more,” Fox said. “I thought we’d only get 500 bears!”

A local news station ran the story about the bears’ collections, and a Korean and Vietnam War veteran was so moved by the story, he offered to pay the total postage cost.

“A gentleman watching the story was so moved by C.J. saying that his dad is in Iraq, yet he is here boxing up bears to send to Iraqi kids, he called the station and offered to pay for all of our postage,” Fox said. “He sent me a check for \$1,200, yet wishes to remain anonymous.”

The children plan to send the toys to 2nd Battalion, 3rd Marine Regiment, as well as to the U.S. Army Corps of Engineers, who are providing reconstruction and humanitari-

an efforts throughout the country, Fox said.

The books, on the other hand, are easier brought to those who need them, as they are slated to be dropped off at the Reach out and Read program by the “Books and Bears” organizers.

“We get to help out the community in Iraq and kids in Hawaii,” said Jessica Nelson, 15. “It’s good to do community service projects to help serve your community.”

The children want to continue doing the project for community service because everyone liked being involved in it, said C.J. Nelson, 12.

“We would keep the project going if we had money for shipping,” Fox said. “It would be great if we could make it a continuing project for the troops. There’s really a need for it over there. We also got a chance to bless the children here in Hawaii. We wanted to do something that would help kids locally in Iraq.”

For more information on the “Books and Bears” project, or to make a donation, visit <http://www.orgsites.com/hi/zeta-deltahonor>.

PEGASUS, from A-1

squadron), Marine Air Control Squadron 4 (Air Traffic controllers) and Korean language interpreters.

Exercises Freedom Banner and Foal Eagle are part of a series of major Combined Forces Command Korea annual exercises that provide a cornerstone of stability on the Korean Peninsula. Each exercise provides a visible, stable platform for annual training in key operations, which showcase US/ROK alliance resolve, as well as CFCK combat capability.

The ROK Marines don’t normally operate as a Marine Air Ground Task Force because the ROKMC doesn’t possess helicopter forces of its own and doesn’t regularly train to conduct heliborne assault operations. The battalion heliborne assault conducted last week was both a critical and culminating joint training objective. This heliborne assault consisted of a division of four CH-53D helicopters, led by Lt. Col. Frank E. Wendling, commanding officer, HMH-463.

Pegasus transported the 33rd Bn., 1st ROKMARDIV from NAS Pohang to Landing Zone Ka Chi (named after the Republic of Korea’s national bird) located

northwest of NAS Pohang.

The battalion was inserted over four waves. “Pegasus” lifted ROK Marines from Companies 9, 10, 11, and Weapons Company hauling 60mm and 81mm mortars. The lift was flawlessly executed from brief through execution, displaying the capacity and potential effectiveness of combined operations on the Korean peninsula. The “Pegasus” maintenance department laid the groundwork for the success of this mission. The squadron’s maintenance Marines ensured seven aircraft were able to self deploy to, and from the Korean Peninsula from Okinawa, Japan, an over-water distance of over 700 nautical miles. The movement showcased the CH-53D’s ability to successfully perform, long-range air assault expeditionary operations.

The operational experience gained by both HMH-463 and the 1st ROKMARDIV will pay future dividends as Marine Corps units continues to train and operate in a combined environment with ROK forces, maintaining the strength and resolve of the US-ROK alliance. Members of HMH-463 look forward to conducting assault support operations with our allies in the Republic of Korea during future exercises.

HONOR, from A-1

Holt, a key volunteer. “The Marine Corps is a lifestyle, not just a job, and we have to be there to give our support.”

The Key Volunteers also help coordinate Jayne Wayne days, banner-making events and family days, Hanlon said.

“There’s nothing we can do to replace the void you, by volunteering your time, efforts, energy and creativity, can fill,” White said. “Within a 12-month timespan, there’s a lot of commitment that goes into making sure we maintain our cohesion and our ability to answer the call when the Marine Corps asks us to deploy to combat. That’s the void you all are helping to fill.”

Within the last month the Commandant of the Marine Corps funded battalion level civilian family readiness officers.

“We have a commandant, Gen. [James T.] Conway, who recognizes the valuable role volunteers play in sustaining us in this long war,” White said. “I am thankful for your service this past year, and I hope you continue to have the capacity and the desire to volunteer next year.”

Along with the luncheon, the volunteers received a wooden koa platter and a certificate from the Regiment to help show its appreciation to the volunteers.

“I don’t think we can say it so much that it becomes meaningless, but you’re volunteers, and you don’t have to do what you do,” said Maj. Gen. Robert Neller, commanding general, 3rd Marine Division. “You chose to step up and volunteer. You are family readiness professionals in your own right. This is a team. We wouldn’t have been able to do what we did without your support for the deployment. You know what you did. You know who you helped. For that, I thank you.”

AROUND THE CORPS

Marines bring smiles to Iraqi children

Cpl. Erik Villagran
Multi National Force - West

HIT, Iraq — Lance Cpl. Edwin S. Contreras, an assaultman with Company I, 3rd Battalion, 4th Marine Regiment, Regimental Combat Team 5, knows the best way to let the Iraqi people know that Marines are here to help is through the children.

Marines with Company I conducted a security patrol March 29 through the city of Hit, Iraq, to ensure all is running smoothly in the city.

“The purpose of the patrol was to provide security for the people and to build rapport with them,” said Lance Cpl. Brandon M. Barnes, a team leader with Company I and native of Fairbanks, Alaska. “We’re still looking for suspicious things or anything we can do to hinder insurgent activity.”

As Marines walked through the city they handed out treats to kids who approached the patrols. Although some of the kids seemed timid at first, once they saw the candy their fears disappeared. Marines felt that making the extra effort for the kids would demonstrate the good Marines are doing.

“Giving out candy is good for our rapport with the people,” said Contreras, a native of Pico Rivera, Calif. “We win over the hearts of the kids, the parents see that and we win the people over.”

Barnes understands the importance of making the kids happy, but to keep kids from disrupting his patrol he had to tell them through an interpreter to keep their distance.

“We don’t always bring candy out because when we do they like to swarm our patrols,” Barnes said. “We

only do it now and then so they know we’re trying to help.”

When Marines stopped at houses to speak with residents of the neighborhood, the kids followed and watched Marines post security.

“We got to sit down with some people and talk about some interesting stuff,” Barnes said. “We try to put a face to the Marines so they know we’re human too.”

Marines asked questions through an interpreter and spent the majority of the time listening to what the people had to say. They received insight on how the community feels about the Iraq Provisional Security Force, Iraqi Police and Marines.

Marines left the last house on their patrol feeling good about how their patrol went.

“The patrol went smooth,” Contreras said. “We got to talk to a lot of people. Most of our patrols are about building rapport with the people. We accomplished our mission out there.”



Cpl. Erik Villagran

Lance Cpl. Austin L. Barnhill, a rifleman from Riverside, Calif., assigned to 3rd Battalion, 4th Marine Regiment, Regimental Combat Team 5, hands an Iraqi girl candy March 29 in Hit, Iraq. Marines with Company I handed out candy to Iraqi children while conducting a security patrol through the city and spoke with Iraqi locals about their thoughts on the Iraq Provisional Security Force, Iraqi Police and Marines.

A

HEALTHY
TAN IS THE
FIRST SIGN
OF SKIN
CANCER.

IRONIC,
ISN'T IT?

The fact is, tanning can lead to melanoma/skin cancer. So examine yourself regularly. Look for blemishes larger than a pencil eraser, multi-colored or asymmetrical in shape. If you have any questions, see your dermatologist.

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